

What is claimed is:

1. A client information collecting method using a network, comprising:

5 attaching a writable and portable storage medium to merchandise; and

recording client information including an address and a name of a client, and information about merchandise, a manufacturer or a selling agent on the portable storage medium, wherein

10 when the client accesses a site in a network using the portable storage medium, the client information and the information about the merchandise, the manufacturer or the selling agent recorded on the portable storage medium can be
15 collected.

2. A client information collecting method using a network, comprising

20 storing client information including an address and a name of a client on a writable and portable storage medium, and providing the portable storage medium for the client, wherein

when the client accesses a site in a network using the portable storage medium, the client
25 information, or the client information and

information about merchandise the client bought recorded on the portable storage medium can be collected.

5 3. The method according to claim 1, wherein
 when the client accesses the site of the
 network using the portable storage medium, the
 client information and the information about the
 merchandise, the manufacturer or the selling agent
10 recorded on the portable storage medium can be
 collected, the client information is classified
 according to the collected information about the
 merchandise or the selling agent, and a client
 information database is generated by merchandise
15 categories or selling agents.

 4. The method according to claim 1, wherein
 when the client accesses the site of the
 network using the portable storage medium,
20 marketing map information is generated by linking
 the client information and map data stored in
 advance based on the collected address of the
 client.

25 5. The method according to claim 4, wherein

said marketing map information is generated by categories, manufacturers, or selling agents of the merchandise bought by the client.

5 6. The method according to claim 4, wherein
 said marketing map information is obtained by
 classifying client based on an age or a family
 configuration included in the client information,
 and linking information about the classified client
10 to the map data.

 7. The method according to claim 1, wherein
 a bar code recording said information about
 the merchandise is printed on a reverse side of the
15 portable storage medium.

 8. A client information providing method,
 comprising:
 recording client information including an
20 address and a name of a client and information
 about merchandise on a writable and portable
 storage medium attached to the merchandise, and
 providing the portable storage medium for the
 client;

25 collecting the client information and the

information about the merchandise bought by the client recorded on the portable storage medium when the client accesses a site in a network using the portable storage medium;

5 generating a client information database obtained by classifying the collected client information by merchandise categories, manufacturers, or selling agents; and

10 providing the generated client information database.

9. A client information providing method, comprising:

15 recording client information including an address and a name of a client on a writable and portable storage medium, and providing the portable storage medium for the client;

20 collecting the client information and information about a merchandise, a manufacturer, or a selling agent recorded on the portable storage medium when the client accesses a site in a network using the portable storage medium;

25 generating a client information database obtained by classifying the collected client information by merchandise categories,

manufacturers, or selling agents; and

providing the generated client information database.

5 10. A client information collecting method, comprising:

attaching to merchandise a writable and portable storage medium on which information available to a client is recorded;

10 inputting from an input device client information including an address and a name of the client when the merchandise is sold, and recording the information in the portable storage medium;

generating a client information database by
15 classifying the input client information by merchandise categories, manufacturers, or selling agents; and

generating marketing map information by merchandise categories or selling agents by linking
20 the client information to a map data stored in advance according to the address of the client in the client information database.

11. A merchandise information collection apparatus,
25 comprising:

a client information collection unit collecting the client information including an address and a name of a client and information about merchandise sold to the client or a selling agent recorded on a writable and portable storage medium when the client accesses a site of a network using the portable storage medium ; and

a client information database generation unit generating a client information database obtained by classifying the client information collected by said client information collection unit by merchandise categories, manufacturers, or selling agents.

12. The apparatus according to claim 11, further comprising

a marketing map information generation unit generating marketing map information by linking an address of the client in the client information database with map data stored in advance.

13. A client information collecting method using a network, comprising:

recording a tag code uniquely determined for each on a tag attached to merchandise, a body of

the merchandise, or a case storing the merchandise;
and

collecting a tag code of merchandise bought by
a user and input from a portable terminal device
5 and client information including a name and an
address of the user when the user who bought the
merchandise accesses a site of the network from the
portable terminal device.

10 14. A client information collecting method,
comprising:

issuing a tag code uniquely determined for
merchandise;

15 recording the tag code on a tag attached to
the merchandise, a body of the merchandise, or a
case storing the merchandise; and

collecting a tag code of merchandise bought by
a user and input from a portable terminal device
and client information including a name and an
20 address of the user when the user who bought the
merchandise accesses a site of the network from the
portable terminal device.

15. The method according to claim 13, wherein:

25 a manufacturer enters information about

merchandise for which the manufacturer requests to issue a tag code, and obtains the tag code at a site provided by an issuer of the tag code; and

5 said obtained tag code is recorded on a tag attached to the merchandise, a body of the merchandise, or a case storing the merchandise, thereby putting the merchandise for sale.

16. The method according to claim 13, wherein
10 a client information database is generated by merchandise and by manufacturers based on the collected client information and tag code.

17. A point assigning method using a network,
15 comprising:

 recording a tag code uniquely determined for each on a tag attached to merchandise, a body of the merchandise, or a case storing the merchandise; and

20 assigning to a user who bought merchandise a point set in a tag code of the merchandise bought by the user input from a portable terminal device when the user accesses a site of the network from the portable terminal device.

25

18. A point assigning method using a network, comprising:

recording or displaying on an advertisement medium a tag code uniquely determined for the advertisement medium; and

assigning a user a point set in the tag code when the user accesses a site in the network using the tag code.

19. The method according to claim 17, wherein:

said site is accessed, client information including an input name and address and the tag code are collected, and a client database is generated; and

a discount rate or an acquired point for a client who buys merchandise of a same manufacturer more frequently is set higher based on the client database.

20. The method according to claim 17, wherein

points are managed such that points issued by a plurality of manufacturers can be commonly used; and

merchandise can be bought at a discount by downloading a point acquired by a client from the

site to a portable terminal device or a terminal device of a store.

21. A client information providing method,
5 comprising:

recording a tag code uniquely determined for each on a tag attached to merchandise, a body of the merchandise, or a case storing the merchandise; and

10 generating a client database by collecting client information including a name and an address of a user input from a portable terminal device together with the tag code when the user who bought the merchandise accesses a site of the network from
15 the portable terminal device;

generating marketing information based on the client database; and

providing the marketing information for a manufacturer or a store.

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22. A merchandise information providing method using a network, comprising:

issuing a tag code uniquely determined for an advertisement medium or information to be provided;

25 recording the tag code on the advertisement

medium for advertisement; and

automatically accessing a site providing
information about advertised merchandise when a
user accesses the site of a network using the tag
code.

23. The method according to claim 21, wherein

when a user accesses the site and inputs the
tag code recorded on an advertisement medium, the
frequency of access using the tag code is recorded
to measure an effect of an advertisement on the
advertisement medium.

24. The method according to claim 13, wherein

said portable terminal is a portable
telephone .

25. A merchandise information collection apparatus,
comprising:

a client information collection unit
collecting a tag code uniquely determined for
merchandise, recorded on a tag attached to
merchandise, a body of merchandise, or a case
storing the merchandise, and client information
including a name and an address which are input

from a portable terminal device when a user who bought the merchandise accesses a site in a network from a portable terminal device; and

5 a database generation unit generating client information database including the client information, and a manufacturer and a name of merchandise specified by the tag code collected by said client information collection unit.

10 26. A merchandise information collection apparatus, comprising:

15 a client information collection unit collecting a tag code uniquely determined for merchandise, recorded on a tag attached to merchandise, a body of merchandise, or a case storing the merchandise, and client information including a name and an address which are input from a portable terminal device and when a user who bought the merchandise accesses a site in a network
20 from a portable terminal device; and

a point assignment unit assigning a user who buys merchandise a point set in the tag code.

25 27. A point service providing apparatus, comprising:

a point assignment unit issuing a tag code
 uniquely determined for an advertisement medium or
 provided information, recording or displaying the
 tag code on the advertisement medium for
 5 advertisement, and assigning to a user a point set
 in the tag code when the user accesses a site in a
 network and inputs the tag code recorded or
 displayed on the advertisement medium; and

an advertisement evaluation unit measuring an
 10 effect of the advertisement of the advertisement
 medium from access frequency using the tag code.

28. A computer-readable storage medium storing a
 program for performing a process comprising:

15 recording client information including an
 address and a name of a client, and information
 about merchandise, a manufacturer or a selling
 agent on a writable and portable storage medium
 attached to the merchandise; and

20 collecting the client information and the
 information about the merchandise, the manufacturer
 or the selling agent recorded on the portable
 storage medium when the client accesses a site in a
 network using the portable storage medium.

29. The storage medium according to claim 28,
wherein

marketing map information is generated by
linking the client information to map data stored
5 in advance based on the collected address of the
client.

30. A computer-readable storage medium storing a
client information collecting program for
10 collecting a tag code uniquely determined for
merchandise, recorded on a tag attached to
merchandise, a body of the merchandise, or a case
storing the merchandise, and client information
including a name and an address which are input
15 from a portable terminal device when a user who
bought the merchandise accesses a site in a network
from the portable terminal device,.

31. A computer-readable storage medium storing a
20 program for assigning a user who bought merchandise
a point set in a tag code when the user accesses a
site in a network from a portable terminal device
and inputs from the portable terminal device the
tag code uniquely set for merchandise, and recorded
25 on a tag attached to the merchandise, a body of the

merchandise, or a case storing the merchandise.